THE
WISCONSIN ARCHITECT

WHAT WE ARE FIGHTING FOR

What are we fighting for, you and I?

Why, for America — for the America we know and love.

For the mighty, hard-won privileges and the funny little traits — Americanisms all.

For band music in the park with ice cream cones and a clear summer sky. For baseball games and peanuts and hot-dogs. For chewing gum and good tobacco, horseshoes and Coca-Cola.

For the right to work and the right to quit, the right to love, marry and raise a family to know no tyrant's hand.

For motor cars and apple pie and ham and eggs and central heating and the highest standard of living this world has ever known.

For the right to worship our God our way and the right and privilege to vote.

These things are America, and America is Freedom — Freedom won by fighting and well worth fighting to keep.

from AllisoNews, employes' publication of Allison Division, General Motors Corporation.

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1942
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THE WISCONSIN ARCHITECT

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Wisconsin Chapter, The American Institute of Architects

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Producers' Council Club of Wisconsin

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THE WASHINGTON SITUATION

By virtue of procedure, time honored in the printing craft and now encouraged by war, there is inevitably a passage of time between the hour when these articles are written and when THE OCTAGON is published and in circulation. There is no streamlining in this field of activity which pursues its orderly way and precludes the possibility of "scoops," in this journal at least. It is difficult in these days when events take place with confusing rapidity to compose an article whose news value will be stimulating when it appears in print.

As we have called to your attention before, we supplement these articles by bulletins issued at irregular but fairly frequent intervals. The bulletins are to a certain extent efficient and are culled from the releases that pass over the Representative's desk and are embroidered with occasional surmises which he can offer with a certain degree of reliability.

The country, and Washington in particular, is replete with the publications, periodicals, news letters and columns, each purporting to be the one and only invaluable source of true inside vital news. Many of these are studied and their general character has set the current fashion for the dissemination of quick news. Their aim is to be super-succinct to a degree, and like the Army's new field rations they are small packages of assorted vitamins with little bulk.

At first one was struck with the pithiness, the aptness, and the freshness of the paragraphs, but somehow or other the savor is gone and in place of pithiness one finds only words, the aptness is not too accurate, and the freshness has given way to repetition. A sort of pall or a thin but effective smoke screen appears to have been drawn across the news. It is not the fault of the authors of the columns. The damp paw of censorship is at work and those of us who are here in Washington are driven to draw our own conclusions and make our own surmises.

The tenor of our conjectures does not presage an expansion or even an indefinite continuance of construction. Paradoxically, while the customary activities of the building industry are being increasingly curtailed by circumstances, now passing almost wholly within the control of the armed forces of the United Nations, the position of the architect in general is continually improving. There is a growing consciousness on the part of the Government that the architect is a man of considerable ability and possesses many talents which may well serve the country today. We are, therefore, encouraged for we believe that when the inevitable Post-War Planning Program assumes tangible form the architect will attain his proper position with some measure of ease. It must not be assumed, however, that the architect can rest on his oars. Such service as he may be privileged to perform now, whether it be on a construction project, in the Government service, or in the armed forces, must be of a calibre to insure his consideration as an important element in the body politic when the war is over.

It is difficult for us to obtain the figures that we would like to give you, for instance — the number of war projects which are benefiting by the service of the architects and engineers in private practice and of the

number of housing projects on which the architects are engaged, and the number of the profession now serving in various fields of concrete endeavor. Someday those figures will be available, but at the moment they are in a constant state of flux and it is too early for the score to be tabulated. We believe that the contribution of the architects to the war program is and will be a notable one.

We do not believe that we can predict the immediate future of the building industry. It is obvious that many materials with which we work are needed in the production of the implements of war.

Plans in the form of legislation and proposals for the Post-War Program are already germinating and we feel certain that the time is bound to come when the Program will be the major issue before the country. "Planning" is a word which is susceptible to many interpretations and we must not jump to the conclusion that it refers at this time to the drawn document. There is a vast amount of economic and legislative planning to be done before we as architects can be called actively into the play. However, during this preliminary period the thought, study and cooperation of the profession can do a great deal toward assuring a satisfactory program to take form with the dawn of victory.

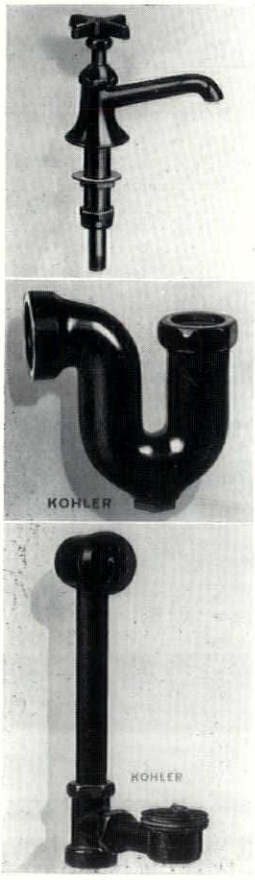
Housing Fees

We have seen the scale of fees for housing projects following a curve of diminishing return to the architects and there has been no indication given to us that the slope of the curve will change, or even level off in the near future. By resolution, action and letter, many chapters and individual members of The Institute have gone strongly on record protesting the compensation to the architect on housing projects. The architects occasionally assume that The Institute can wave a wand and restore that amount of profit to which the architects feel they are entitled. It must be remembered that the Governmental housing agencies are accountable to the country (through Congress) and not to The Institute for expenditures of the taxpayer's money. We are told that Congress is already somewhat startled by the amounts paid for professional services on housing projects and the agencies find the task of justifying those payments one that calls for a thorough knowledge of the architect's costs and profit or loss. We remind the profession that The Institute does not have this knowledge at its disposal, for the profession has not informed The Institute and The Institute not being in practice itself cannot guess.

In discussing this question with the agencies, The Institute is confronted with two distinct disadvantages: First, it seems no architect has ever refused a housing project on the grounds that the scheduled fee is inadequate and, furthermore, when an architect has completed one project he generally attempts to get another, all of which would seem to say that the architect has not lost money in the venture; secondly, in order to justify an argument for an increase in fees The Institute must be supplied with complete knowledge with regard to architects' costs and profits on housing projects under the various schedules and programs. This factual data has never been placed at the disposal of The Institute

(Continued on Page 6)

KOHLER *wartime fixtures and fittings*



Kohler has developed a new lavatory of non-critical material—vitreous china. Small in size and low in price, to meet wartime building needs, the Stacy has design and convenience features uncommon in its price class.

There is a choice of two fittings . . . the popular mixer-type Centra shown above and lower-cost compression faucets (upper left). These fittings, as well as the trap (center left) and drain (lower left) are of cast iron, finished inside and out with rust-resistant black plastic. Other "win-the-war" fittings are available. Kohler Co., Kohler, Wis. Milwaukee showroom, 751 N. Jefferson St.

KOHLER OF KOHLER

SPOT NEWS

War Production Board

The W.P.B. has announced a series of interpretations of Conservation Order L-41 placing all construction under rigid control. This Order (W.P.B. 831) makes it necessary for builders to obtain authorization from W.P.B. to begin residential construction costing $500 or more; agricultural construction costing $1,000 or more; or commercial and other construction costing $5,000 or more during any continuous 12-month period.

It was ruled that where a building is used for two or more purposes, it should be classified according to its predominant use.

Estimating cost need not include the cost of used material, including equipment which has been taken from a building and is to be used in other construction work, provided there is no change of ownership. It is not necessary, likewise, to include in the total cost estimate the cost of labor in incorporating such used material.

Construction Bureau

The Bureau of Construction, recently established to coordinate all construction functions of the W.P.B., has moved to New York with headquarters in the Empire State Building.

Lumber Shortage

There is indication that the available lumber in this country is not sufficient to meet all the needs of the war construction program. It is, therefore, surmised that lumber will be obtained only in cases where building is absolutely essential.

Public War Housing Progress

Housing Units—cumulative to May 30	Family Dwelling Units	Trailers and Portable Houses	Single Dwelling Units
Programmed (includes some units for which no funds are available)	337,505	19,787	61,484
Construction contract awards	219,870	13,345	27,396
Available for occupancy	100,909	7,814	10,863

War Housing to be Streamlined

Housing situation is being re-examined to make sure all available space in critical areas is being used. Billeting of war workers is under discussion but Government hopes it will not have to resort to this as England has had to do. Housing situation, not serious in some areas, is acute in others. Is essentially a war worker problem. —*The Octagon, A.I.A.*

JOINT COMMITTEE ON STANDARDS FOR SCHOOL BUILDINGS

President R. H. Shreve has made the following appointments to represent The Institute on the joint committee representing The American Institute of Architects and the American Association for Health, Physical Education and Recreation, to prepare standards for various types of school buildings with particular reference to facilities for health, physicial education, and recreation:

John H. Scarff, 1012 Keyser Building, Baltimore.
Herbert J. Powell, 2102 Sherwood Rd., San Marino, Calif.
James T. Canizaro, Lampton Bldg., Jackson, Miss.
Frederick W. Garber, 616 Walnut St., Cincinnati.
Walter H. Kilham, 126 Newbury St., Boston, Mass.
Floyd Naramore, Dextor-Horton Bldg., Seattle.
William J. Sayward, Palmer Bldg., Atlanta, Ga.
Lawrence B. Perkins, 222 N. Bank Drive, Chicago.
James Kideney, 505 Franklin St., Buffalo, N. Y.

THE CONSERVATION OF CRITICAL MATERIALS IN CONSTRUCTION

A Progress Memorandum to The Construction Industry By Cooperating Committees of

The American Institute of Architects
and
The Producers' Council, Inc.
June 23, 1942

Foreword

Cooperating Committees on the Conservation of Critical Materials were established by The American Institute of Architects and The Producers' Council some months ago before the rigid control of critical materials in construction was established by the War Production Board.

These Committees provided a clearing house of information as to what designers and producers of building materials, appliances and equipment are doing to meet the critical situation, cooperated with the War Production Board in the modifications of design and specifications, and have s ught the cooperation of designers, producers and constructors in eliminating the use of critical materials so far as possible.

The Committees have issued the attached MEMORANDUM to assist the building industry in meeting the problems of construction created by the war emergency.

As will be noted by reference to the accompanying copy of the May 20, 1942 WPB DIRECTIVE FOR WAR-TIME CONSTRUCTION the "List of Prohibited Items for Construction Work," as issued by the Army and Navy Munitions Board, is made applicable to all construction. This list is subject to revision and currently revised copies may be obtained free from the Army and Navy Munitions Board. Munitions Building, Washington, D. C.

The conditions applying to certain critical and non-critical materials, are subject to frequent change and those initiating any construction project are urged to secure the latest available informtion and to consult with the individual producers of materials and trade groups as to the current availability of materials and changes in construction technics.

Information should also be obtained as to the possible use of certain materials which, although prohibited, may be available from existing stocks which WPB has permitted to be used.

In the field of construction the designer has the greatest responsibility for conservation as the formulation of the fundamental design of the project provides the most favorable opportunity for the maximum degree of conservation of critical materials, as based on planning and the selection of materials and technics of construction, in addition to adherence to the limitations of official directives.

With the desire to cooperate with the representatives of the WPB, in planning for the conservation of critical materials and the use of alternate materials and methods of construction, the Joint Committee presents to designers and specifiers, and the construction industry, the accompanying MEMORANDUM subdivided into the usual design and specification subjects.

Committee of The American Institute of Architects

Charles F. Cellarius — Abraham Levy
Earl T. Heitschmidt — Edmund R. Purves
Joseph D. Leland — William J. Sayward
Harry Royden Dowswell, *Chairman*

Committee of The Producers' Council, Inc.

J. C. Bebb — Russell G. Creviston
F. P. Byington — F. W. Morse
Irving W Clark — E. H. White
Albert W. Tibbets, *Chairman*

DIRECTIVE FOR WAR-TIME CONSTRUCTION

To make available all possible material and effort for immediate war production, the following outlines the principles governing war-time construction:

1. In order that the consumption of materials and equipment by construction activities shall not impede the production of combat supplies and equipment, it is essential that all construction, whether financed by Government or other funds, be reduced to the absolute minimum necessary for the war effort. This applies also to construction essential for vital civilian needs.

2. Reduction in the consumption of materials and equipment by construction operations can be achieved either by the elimination of non-essential projects or parts thereof, by deferring projects not needed immediately, or by appropriate changes in design and construction methods which will favor the use of those materials which are most plentiful and which will interfere least with the production of combat material.

3. In order to establish effective measures for the control of construction, the following general policies have been established bv the War Production Board, in consultation with the War and Navy Departments.

4. Before any construction project can proceed, it must be acted upon affirmatively by some agency of the Federal Government or by its duly authorized representative. No project will be approved unless it is found, by responsible authority, to meet the following criteria:

(a) It is essential for the war effort.
(b) Postponement of construction would be detrimental to the war effort.
(c) It is not practicable to rent or convert existing facilities for the purpose.
(d) The construction will not result in duplication or unnecessary expansion of existing plants or facilities now under construction or about to be constructed.
(e) All possible economies have been made in the project, resulting in deletion of all non-essential items and parts.
(f) The structure of the project has been designed of the simplest type, just sufficient to meet the minimum requirements. See paragraphs 5 and 6 also.
(g) The answers to the following questions relating to conditions at the proposed site are all affirmative to the extent that they are pertinent:
  (1) Are there sufficient labor and materials available to build it?
  (2) Will adequate public utilities be available without costly extensions?
  (3) Will transportation be available to serve it?
  (4) Will labor be available to man it? (Are housing and other community facilities adequate?)
  (5) Will machine tools and other equipment be available to equip it?
  (6) Will raw materials be available to operate it?
  (7) Can the manufacture product be used at once — or stored until needed?

5. *Priority of materials* — In general, all construction shall be of the cheapest, temporary character with structural stability only sufficient to meet the needs of the service which the structure is intended to fulfill duirng the period of its contemplated war use. Ordinarily, wood frame construction is preferable to reinforced concrete, and reinforced concrete is preferred to steel. However, the guiding principle should always be to *utilize those materials which are most plentiful* and which, in the ultimate analysis, will cause the least interference with the production of combat material and the utilization of transportation and power.

6. Mechanical and electrical features shall be reduced to bare essentials. Air conditioning may only be used where manu-

UNTIL THEN

For the duration and until victory is finally won, electricity's major job will be — "To Serve War Industries." That is the all important task confronting all branches of the Electrical Industry now.

Promotional activities, heretofore carried on to stimulate domestic and commercial uses of electricity, must necessarily be held in abeyance. In the meantime, let's keep our sights set on the rare opportunity for a quickened expansion of the entire Electrical Industry that will be awaiting us. . . . In war or peace, there is always much for electricity to do.

WA-31-42

THE ELECTRICAL LEAGUE OF MILWAUKEE

facturing processes make its use essential and not for the comfort or to increase efficiency of personnel. Electrical systems shall be of the simplest designs.

7. Construction materials and end products, the use of which is prohibited by the ANMB directive, "List of Prohibited Items for Construction Work," dated April 1, 1942, and revisions thereof, shall not be specified, purchased, or used except under special waiver issued by competent authority as provided for.

8. *Enforcement* — Each department having cognizance of construction work will require its subordinate activities to comply strictly with the foregoing general policies and any extensions thereof issued by proper authority. Each department shall arrange for frequent and adequate spot checks of its projects to make sure that all subordinate agencies of the department concerned are rigorously conforming to the established policies. Furthermore, violations of these policies must be followed by proper disciplinary action and the imposition of suitable penalties.

9. It should be made clear to all concerned that these general policies should govern not only direct construction for the War and Navy Departments but also other construction financed directly or indirectly with Government funds, and all private construction. The evasion of the requirements of the general policies by manufacturers or other parties will result in the imposition of penalties.

10. The War Production Board, the Army and the Navy shall take immediate steps to effectuate in detail this directive. It is particularly important that any governmental agency which has contact with or control of privately-owned expansions see to it that no violations of this directive occurs.

WAR AND NAVY DEPARTMENTS

Approved: HENRY L. STIMSON, *Secretary of War.*
FRANK KNOX, *Secretary of the Navy*

WAR PRODUCTION BOARD

Recommended: W. H. HARRISON, *Director Production Division*

Approved: DONALD M. NELSON, *Chairman*

HOW TO BUILD A HOUSE

There is a popular misconception that when a family builds a new house, the house is designed to fit the family. This is not the case. The house is designed to fit the family's furniture. As an architect I have never quite grasped the point of this, because if the family is not addicted to racing trains to crossings en masse, and coming in second, then the family is likely to outlive the furniture.

Nevertheless intending builders sit around nights feverishly cutting out paper models of the dining room suite, an occupation that is prabably better than cutting out paper dolls. That comes later. Many a good Christian woman has said things that she later bitterly regretted all because she was unable to find any place but the dining alcove in which to put a piano that was purchased second hand in 1915 and is now so far out of tune that if anyone played "Chopsticks" on it the Chinese ambassador would lodge a dignified protest with Secretary of State Hull. I personally have a very handsome instrument that no one has played for the last six years but it performs a valuable function; if you put a box of candy on top of the piano the dog can't get it. I have sometimes thought that it might be possible to figure out some less space-consuming way of keeping candy out of Susy's reach, but perhaps I am just an old dreamer. (Roger Allen, G. R. Press)

The Washington Situation

(Continued from Page 2)

by its members. On the other hand, the agencies claim to have a complete knowledge of the facts and the assumption is, therefore, that the architects have been obliged to give information to the Government which has not been available to The Institute. Resolutions and protests are futile unless they are backed up, and backing up means factual knowledge and not wishful thinking.

The Institute is ready and always welcomes the opportunity to champion the cause of the profession but The Institute must be familiar with all the facts and details and must have evidence to substantiate the claims made or implied by the resolutions offered in the names of the component organizations.

It must surely be recognized by this time that we are practicing and living in a far different world than that for which we are trained and for which many of the former tenets of practice were formulated. It is essential that the professional man in private practice render a service to the Government that will merit the consideration and respect of the Government for the professional man and it is essential that the compensation for this service be adequate and just. The conditions under which we labor are perhaps strange and new to us and it is quite likely that old standards and procedures, except for the basic standard of proper compensation for proper service, will not apply. We think it will be found that the Government is not hostile but that it seeks an adequate adjustment to the new life.

EDMUND R. PURVES
Washington Representative, A.I.A.

MONOGRAPHS SUPPORTED BY ADVERTISEMENTS PHOTOGRAPHS OF ARCHITECTS IN ADVERTISEMENTS

At the special meeting of The Board of Directors held in New York, March 19-22, 1942 the Rules of The Board and Interpretations of the Standards of Practice were amended. In order to interpret more liberally the provisions of those documents pertaining to the issuance by architects of monographs supported by advertising and the inclusion of photographs of architects in advertisements of building products, etc., The Board took action in substance as follows:

The Rules of The Board and Interpretations of the Standards of Practice heretofore adopted are amended to eliminate therefrom any provisions which make it unprofessional conduct and, therefore, subject to discipline, for a corporate member to permit the use of illustrations of his work in publications supported in whole or in part by advertising; and, in lieu of such provisions, the Interpretations are amended to provide that such practice is disapproved and undesirable, but is not the subject of disciplinary action.

The Rules of The Board and Interpretations thereof, heretofore adopted, are amended, to eliminate therefrom any provisions which make it unprofessional conduct, and, therefore, subject to discipline, for a corporate member to permit a photograph of himself to be used in any advertisement of a manufacturer or purveyor of building materials or building services; and in lieu of

such provisions, the Standards of Practice shall state that such practice is undesirable, but is not the subject of disciplinary action.

RECOGNITION OF THE ARCHITECT

Governor Dwight H. Green of Illinois, Chairman of the Illinois State Council of Defense recently announced the appointment of Thomas E. O'Donnell, A.I.A., Associate Professor of Architecture o fthe University of Illinois to represent the Central Illinois Chapter of The Institute on the Works and Housing Advisory Committee of the Illinois State Council.

This recognition of the profession is gratifying.

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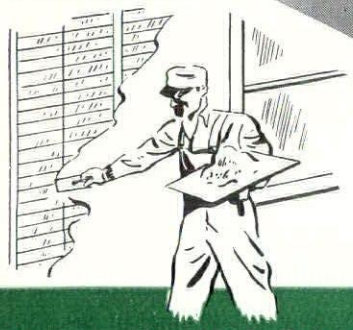
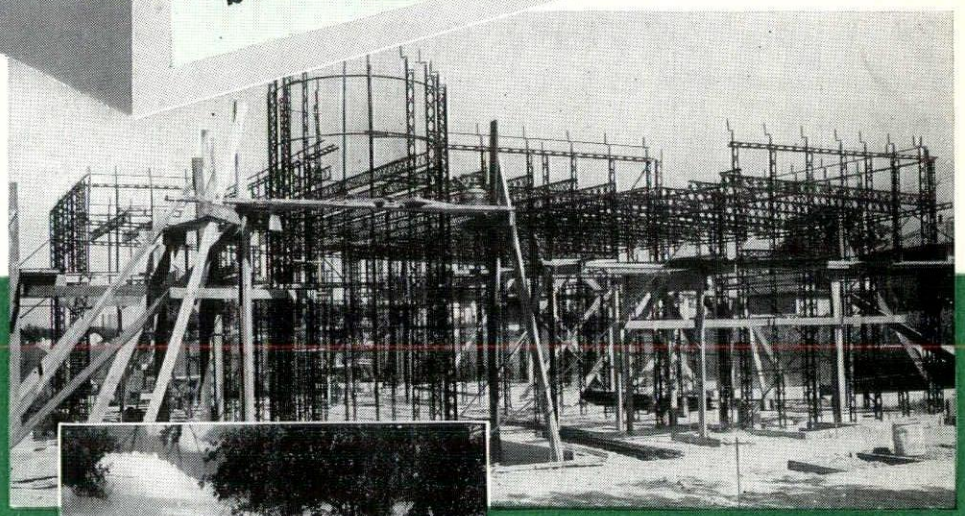
PLANKINTON House
MILWAUKEE

Looking ahead...

Complete house framed with one standard unit — MILCOR Steel Stud . . . saving time, money

Here is a preview of a post-war development in house construction



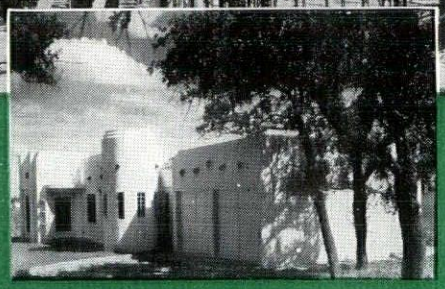


Tomorrow, when Uncle Sam no longer needs all our steel to win the war, we may have complete houses framed with a lightweight material—which heretofore has not been done.

Such is the somewhat startling innovation suggested by this successful, satisfactory structure in a Texas city — "framed" with the Milcor Steel Stud, which you perhaps never thought of as a framing material.

The speed of erection is almost incredible. The structure is lighter, stronger, less costly—and far more safe against fire hazards.

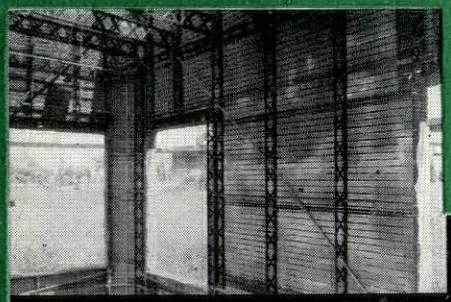
Please don't write for blueprints—we haven't any. But remember that

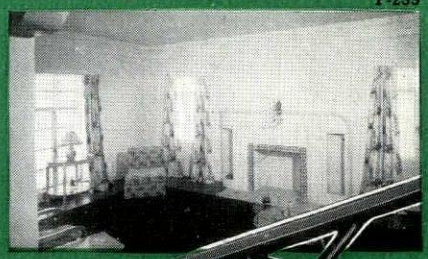


Milcor engineers are working on blueprints for the America of tomorrow — looking with an open mind at new ideas such as this one, checking, testing — to the end that you may find steel ever more useful in the buildings of that day.

As in the past, the building industry looks to Milcor for the improvements which lead the march of progress. The management of this company is determined that you shall not be disappointed. So — don't look merely for "business as usual"— when Victory is won — but also for the new and unusual which building needs to strengthen its appeal to the public, and to improve the efficiency and economy of its structures.

F-239





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